

CARMEL REDEVELOPMENT COMMISSION Meeting, Wednesday, June 9, 2010

President Ron Carter called the meeting to order at 8:07 a.m. Commission members Bill Hammer and Jeff Worrell were present, constituting a quorum.

Others present:

Megan McVicker, Rita DeKlyen and Cyndy Bailey.

The Pledge of Allegiance was said.

Approval of Title Sponsorship Proposal for Arts & Design District Events

Ms. McVicker introduced event sponsorship consultants Rita DeKlyen and Cyndy Bailey of The Go 2 Girls, LLC to present a title sponsorship proposal for the Arts & Design District event series. The consultants were hired to obtain sponsorships that would help alleviate the CRC budget for the events.

Ms. DeKlyen outlined the multi-year title sponsorship proposal with Clarian North Medical Center. This includes title sponsorship of the event series to be named “Clarian North Celebration Series” in 2010, 2011, 2012 and first right of refusal for 2013, as well as title sponsorship of each event to include Clarian North Art of Wine, Clarian North Rock the District, Clarian North Artomobilia, Clarian North Gallery Walks, and Clarian North Jazz on the Monon. In addition, Clarian North Medical Center would maintain category exclusivity for sponsorship and receive logo placement in promotional event media.

Discussion ensued regarding Clarian North’s participation on the day of the events, additional broadcast media partners and the inclusion of Carmel International Arts Festival and Dog Day Afternoon in the event series.

Mr. Worrell requested the title sponsorship contract include a statement that control over all of the events remains with the Carmel Redevelopment Commission.

Mr. Worrell moved to approve Clarian North Medical Center as the title sponsor for the Arts & Design District event series as outlined in the title sponsorship proposal and including the proposed pricing structure for title sponsorship in 2010 at \$20,000, in 2011 at \$35,000, in 2012 at \$35,000 and first right of refusal for title sponsorship in 2013 at \$30,000. Seconded by Mr. Hammer and passed unanimously.

Old Business

Mr. Worrell encouraged the viewing audience to support the fireworks by purchasing a Spark Button at participating Arts & Design District businesses or the Carmel Farmer’s Market.

Ms. McVicker announced that the first of three Jazz on the Monon events will take place on Sunday, June 13 from 1-4 p.m. at the southwest corner of Monon & Main Street and Art of Wine will take place on Saturday, June 19 from 5-10 p.m.

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New Business

No new business at this time.

Adjournment

Mr. Hammer moved the meeting be adjourned and seconded by Mr. Worrell. The meeting was adjourned at 8:27 a.m.